

Annual Meeting: Great Program; C-17 Plant; Tours; Gala Reception, Dinner, Dance On Queen Mary

More, bigger, and better than ever is the only way to describe the Seventh Annual Membership Meeting of your Air Force Public Affairs Alumni Association in Long Beach, California, June 15-17. This is a 'must be there' event.

From the time you check in at the meeting headquarters – the WestCoast Long Beach Hotel, which has been given a definite thumbs-up by both Dutch Collins and Pete Alexandrakos, who checked it out when they were in the area – to the gala finale on the Queen Mary, John Gura and his committee have packed a variety of activities and options into the program that are sure to keep everybody pleased.

Whether it is getting up-to-date



on Public Affairs, a firsthand look at the Globemaster III being assembled at Boeing's plant, anecdotes and experiences from the LA office in the USAF in Hollywood panel, what's up at AFRTS, a chance to go to a famous art museum, or visit other unique

area sites, there are activities galore.

And, if you don't want to do anything more than sip a cold one under a palm tree on the beautiful hotel grounds that overlook the harbor and bay or take an occasional dip in the pool, that's available too.

Culminating the meeting will be our evening on the Queen Mary with a hosted reception, gourmet dinner, and dancing to a big band

Headquarters At Choice Bayside Hotel

SEE PG 4-5

that John guarantees will "play the kind of music you can dance to." For more information about the meeting and how to register, check out the schedule of events

Don't miss this chance to see the friends you served with in the Public Affairs, Band, and Broadcasting fields, plan to meet in Long Beach, make your travel plans, and register today.

A-F — Public Affairs —
— Alumni Association™ —
News & Notes — Summer 2000

Major Frank Smolinsky 1999's 'Best of the Best'

Major Frank Smolinsky, Chief of Public Affairs, 436th Airlift Wing, Dover AFB, Delaware, was named the Air Force's top Public Affairs practitioner and received AFPAAA's 'Best of the Best' Award from board chairman Mike McRaney at the World Wide Public Affairs Conference in March.

He was chosen for his overall leadership and skill across the entire spectrum of Public Affairs including handling more than 160 national and international high profile events that included Kosovo, anthrax immunization, and earthquake relief efforts for Turkey and Taiwan that got the Air Force's



story out in the most positive light possible. News media credited Major Smolinsky with the "best military PA operation they've dealt with."

Web Site Upgraded With New Search, Shopping Features

Some neat new functions have been added to AFPAAA's web site which you can access at afpaaa.org that make it more user friendly and provide additional services to you.

A whole site search capability from the home page now makes it easier for you to find what you want. Just enter a word or phrase like 'history' or 'annual meeting' and see what you get.

We've also opened the AFPAAA Cyber Mall. It incorporates our existing store and Amazon.com affiliated bookstore with a broader mix of other merchants. You'll be able to shop for yourself or anyone else by using AFPAAA's Cyber Mall. If golf is your passion you can tap into Golf Gifts. For an anniversary, birthday, or any other occasion that calls for a bouquet there is ProFlowers. If something for a child or grandchild is in order try Gateway Learning Corp. Need

a kitchen appliance such as a chopper, coffee maker, or fry pan – for yourself or as a gift – go to the Housewares Store.

AFPAAA receives 10% from the sales from our site; offering this service costs us nothing, and the money we get goes to deferring the cost of maintaining the our web site and publishing our newsletter and directory.



Inside

Oldfield Helps Students

– pg 2

Meeting Happenings

– pg 5

High Flight For Low Fares

– pg 5

What's A 'Dren'?

– pg 6



LINKS

Stories From The AFPAAA
Oral History Project



Barney Oldfield: First Public Affairs Paratrooper & Lots More

by Chuck Lucas

Barney Oldfield is almost a synonym for Air Force Public Affairs. The pioneer in getting out the Air Force's message, who was 90 in December, is a living public relations legend who is now a nationally known philanthropist.

When he received a BA in journalism from the University of Nebraska in 1932, he was commissioned in the U. S. Army through the ROTC program. He was a columnist and feature writer for the Lincoln (Neb.) Journal until he entered active duty in 1940.

What was probably the forerunner for the military's hometown news release program came during Oldfield's first summer encampment in 1932.

Bored with his daily routine, he began knocking out 'hometowners' on his fellow infantrymen. During Tennessee Maneuvers in 1941, he introduced radio to the news coverage through the NBC outlet in Nashville. He was the first newspaperman to complete the Army's parachute school at Ft. Benning, Ga.

He arrived in London in 1943 with instructions to set up 'press camps' to follow the forces across Western Europe. He shared space in the same building with Eisenhower.

On D-Day he was the American member of Field Marshal Montgomery's command, writing twice-daily communiques. "There were a lot of airborne members among the American forces and the call went out for an American paratrooper who hopefully neither smoked nor drank. Montgomery had an aversion to both."

Oldfield was in the first column into Berlin in 1945. He took in all the communications equipment, which 15 days later were used at

the Potsdam Conference. "I set up the Press Club of Berlin . . . it was a place to keep the press (together) . . . It was an easy access point for anybody who wanted to talk to them. Eisenhower's first press conference in Berlin was held there . . . I don't believe there's any military leader . . . who had the rapport with the press that he had."

Oldfield was a publicist at Warner Brothers Studios for two years after the war before reentering the Army in 1947. He transferred to the Air Force in 1949. Almost immediately he was tasked by Brig. Gen. Lauris Norstad, DCS Ops and Plans, to work on Exercise Swarmer, "an analysis of what we had learned from the Berlin Airlift."

"Sory Smith was then the Vandenberg PR man. I said it's foolish if we are going to have these maneuvers to assemble a public relations crew by levy, nobody knows anybody. We ought to have a core element, like a flying squad that has the basic ingredients and equipment that you can put in and attach people."

A month later the North Koreans invaded and "Smith asked me to reassemble my core group and take 'em to Korea."

Oldfield was recalled to Washington to respond to another request from General Norstad. "He was going to be CINCUSAFE and subsequently would help Eisenhower with the Allied side of setting up what became the Air Forces of Central Europe." Norstad told him, "Eisenhower is going to be the Supreme Allied Commander and I'm going to lend you to him whenever he needs you."

Oldfield's last assignment was Director of Information at ADC/NORAD. "I had two (serious) challenges. We had to have an



Oldfield Helps Nebraska Students With \$500K Gift

A \$500 thousand gift that establishes the Vada Kinman Oldfield and Colonel Barney Oldfield Nebraska Dollars for Scholars organization "will ensure that the dreams of a postsecondary education for thousands of Nebraska students will come true," said Dr. William C. Nelsen, president of Citizens' Scholarship Foundation of America, the parent organization of Dollars for Scholars.

The gift from Oldfield will help expand the Dollars for Scholars program in Nebraska. Currently there are two chapters in the state; the gift will enable a state-wide organization to be established that will help communities establish chapters. It will "provide an increased level of service to existing chapters in the state and provide on-site staff committed to creating new chapters and building new collegiate partnerships," Nelsen said.

The Citizens' Scholarship Foundation of America, with more

extraordinary relationship with the civilian community and we were going to bring atomic weapons on base . . . Although you could never say they were there, you always had to admit that the capability was there."

He inherited seven Public Affairs people — the entire ADC staff.

"We put together 900 officers across ADC. They were offered to their hometowns as commencement speakers . . . This was picked up by the Air Force for a couple of years. I never believed in doing things for a while and then giving up on them. If they work, you keep going."

Southern Bell introduced Direct Distance Dialing. They would set up a phone at a public gathering, connected to the public address system, and make calls around the country. ADC was called for updates on air and space. Prior to each call, the base would learn the names of some of the audience and inject them in the audio exchange. The program was expanded through AT&T. Several years after Oldfield retired, he participated in a call to Tucson. "It was their millionth call."

He left active duty in 1962 to become Corporate Director of International Relations for Litton Industries. He retired in 1989.

Barney stresses public speaking.

than 820 grassroots scholarship foundations in 38 states and the District of Columbia that raise funds and provide financial and academic support to local students, is the largest private sector scholarship and educational support organization in the country. During its 1999 fiscal year it distributed more than \$91.2 million to more than 80,000 students.

"Vada and I have long had a strong belief in and affections for Nebraska," said Oldfield who was born in Techumseh, Nebraska. "We've tried to do things that can pay long-term dividends for the state, and investing in Dollars for Scholars will have the potential to make a major impact on the state's educational future."

Oldfield's gift is expected to provide \$5 million in scholarships for Nebraska students over the next decade according to the Foundation. It is the largest donation ever received by Dollars for Scholars to establish a state organization.

"I used to encourage people . . . to get themselves proficient in expressing themselves. Until you can do that, you're really a dwarf. If you have a good foundation from which to speak, and the thing is proper, makes sense, and you can convey that, the public will go along with you. They may not understand it completely, but you sound like you do and therefore they'll go along with you."

In writing his book, *Never a Shot in Anger*, Oldfield mused on the origin of military 'public relations/information/affairs.' He traced it to 1916 and Secretary of War Newton D. Baker, who decided that questions on the war in Europe were taking up too much of his time. He designated Douglas MacArthur, a member of his staff, to be Chief of the Bureau of Information. The appointment was confirmed by MacArthur in an exchange of letters with Oldfield in 1955.

Oldfield noted that MacArthur was ". . . one of the most skilled practitioners in the use of the media . . . He knew how to pitch a story . . . he knew all of the peculiarities of the media."

Oldfield lives in Los Angeles. His beloved wife, Vada Margaret Kinman, died last year. They had been married 64 years.

From The President's Pen

It has been an honor and a privilege to serve as your president, but in a couple of months John Gura will take over and I will move to the chairman's post. That means Mike McRaney, our current chairman, will also be moving on.

Mike was 'chosen' by the group that organized AFPAAA in 1993 to be our first president and chairman because they knew he was the right person to get us off the ground. He helped recruit the first board and his and their shared vision made the Association what it is today.

As one of his final acts as chairman of the board, Mike headed the nominating committee that has brought us two more outstanding people for leadership positions in AFPAAA – Larry Greer and Jim McGuire. Mike, we salute you and we will forever be grateful for your contributions to this Association.

Now that Mike is moving out of the leadership of AFPAAA, many might ask can we continue our pattern of growth and service to our members? Will we continue to be financially sound? You bet we will!

Our membership continues to grow. We are now at 694, the highest level ever. We have members in all states except Rhode Island and Wyoming. Our renewal rate is running at 73%, up from last year, but we still have 67 members who have not yet renewed. Since our last newsletter, we have gained two more Lifetime Members, Ted Daniel and C.B. Kelly, bringing our total to 31. Congratulations and thanks.

Our Endowment Fund is also growing. Since our last newsletter we have received a total of \$2,800 in contributions, and on March 31 our investment portfolio was valued at \$65,978. That means our investment of \$52,945 to date was up \$13,032, or 24.6%. Pete Alexandrakos, our treasurer, has done an outstanding job managing these funds. Now if we just get a few more of members to make pledges to the Endowment Fund, we can reach our goal and the financial future of AFPAAA will be secure forever.

I am happy to report that our Annual Meeting is going to be the best ever. We have had some good ones in the past but this year's will be one to remember. We have 67 members and spouses who have already signed up, and we expect attendance to be at least double that number. John Gura and his team of volunteers have put together a great program that includes events like a tour of Boeing's C-17 production facilities, a special 'USAF in the Movies' presentation, the ever popular 'Hot Spots' briefing, SAF/PA update and our annual banquet which is set for Saturday night aboard the Queen Mary. Make your plans to attend, June 15-18 at The WestCoast Long Beach Hotel. Everything you need to know is on the next two pages or you can visit our website at afpaaa.org.

One of the panels at the meeting is the PR/PA Case Study – The USAF Identity Project. Much has been written and much has been said about the new Air Force symbol. Guidelines for its use were released recently. I was initially reluctant to endorse this departure from the more traditional and conservative Air Force symbols that I grew up with until I saw a presentation by Brigadier General Ron Rand last month at a Texas Public Relations Association meeting. General Rand went through the lengthy history of how they researched, reviewed, tested and revised various designs to produce a final version of the new Air Force symbol. I am convinced that this was done the right way for the right reasons. If the United States Air Force is to going to attract and retain young people who are considering military service then we need a symbol that will, to quote General Rand, "... more effectively tell the Air Force story and present a consistent Air Force image. Eventually, when someone sees this symbol they should immediately identify it with the Air Force."

When Air Force Chief of Staff General Michael Ryan decided to create a new Air Force identity symbol, he assigned the project to SAF/PA and General Rand. In addition, General Ryan has moved all the recruiting advertising funds to SAF/PA. These events represent a vote of confidence for Air Force Public Affairs and a long overdue recognition of the untapped capabilities in the career field. This is something all past and present members of the Information/Public Affairs community can be proud of.

– Jim Hart

Seventh Annual Membership Meeting



Long Beach, California – June 15 -17, 2000

Headquarters for AFPAAA’s Seventh Annual Membership Meeting is the WestCoast Long Beach Hotel. A group rate of \$92 plus tax is available. Call (562) 435-7676 – sorry, no 800# available – be sure you say you are with the Air Force Public Affairs meeting in June. Lodging reservations and expenses are the responsibility of attendees. Appropriate casual attire – no shorts, t-shirts, or tank tops, please - is the dress for all daytime activities; coat and tie please for the Saturday reception and dinner. The schedule for the meeting is:

- 2:15 PM - AFRTS Broadcast Center Briefing
- 2:45 PM - Edwards Flight Test Center Briefing
- 3:30 PM - No-host Social Hour
- Evening - Open – Tours

Thursday, June 15

- Morning - Open -Tours
- 3 PM - Registration opens WestCoast Long Beach Hotel
- 4 PM to ? - No-host icebreaker bayside at the WestCoast Long Beach Hotel
- Evening - Open – Tours

Friday, June 16

- 8:00 AM - Sit-down Breakfast & Presentation by Boeing
- 9:30 AM - Tour Boeing C-17 Production Line
- 11:00 AM - Sea Launch Facility Drive By
- 12:15 PM - Luncheon
- 1:45 PM - USAF Space & Missile Center Briefing

Saturday, June 17

- 8:30 AM - Panel “The USAF in Hollywood”
- 9:40 AM - Today’s Air Force in the Movies Briefing
- 10:20 AM - PR/PA Case Study - USAF Identity Project
- 11:30 AM - Current PA Hot Spots
- 12:30 PM - SAF/PA Director’s Lunch
- 2:00 PM - Annual Membership Meeting
- 3:45 PM - Open
- 5:30 PM - VIP Walking Tour of Queen Mary
- 6:30 PM - Reception & Banquet - Queen Mary

Sunday, June 18

Tours – Departure

Advance registration fee for members is \$100 (includes one breakfast, two lunches, gala reception & dinner, memento, and registration package); advance registration for nonmembers is \$125 (includes a one-year Full membership or three-year Associate membership, as appropriate). On-site registration is \$125 for members and \$150 for nonmembers. Spouse/guest registration either in advance or on-site is \$85. **Advance registration for the meeting must be received NLT June 1.**

Note: Please call the WestCoast Long Beach Hotel directly for room reservations (562) 435-7676.

Air Force Public Affairs Alumni Association Seventh Annual Membership Meeting Registration

Name: _____ **Phone - Home:** _____ **Office:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Spouse’s Name: _____ **Fax:** _____

I am retired: _____ **I am on active duty:** _____

Please make ___ **member reservation(s)** @ \$ 100 _____

Please make ___ **spouse/guest reservation** @ \$ 85 _____

Please make ___ **nonmember reservation(s)** @ \$ 125 _____

Total number of reservations _____ **Total enclosed \$** _____

Please make your check payable to

**Air Force Public Affairs Alumni Association
and mail to:
Air Force Public Affairs Alumni Association
P.O. Box 540
Fairfax, VA 22030-0540**

Getty Museum, Catalina Island Cruise, Warner Brothers Studios, More Are Among Optional Activities

There is plenty of free time in the agenda of this year's Annual Membership Meeting but that doesn't mean there is nothing for you to do. For those who want to hit the hay for a few extra ZZZZZs or simply want to socialize in the hotel lounge that's just fine. But if you want to partake of the some of the many features of the L.A. area, have we got the deals for you!

If you arrive early at the WestCoast Long Beach Hotel you can take the Warner Brother's VIP cart tour for a behind-the-scenes look at movie making. The van leaves the hotel at 11:45 AM on Thursday, the 15th, and a minimum of 12 people is needed. With round-trip transportation included, the price is \$55 per person.

Friday, the 16th, you'll have a tough choice: either a mid-morning to late afternoon visit to the Getty Museum or a cruise to and tour of

Catalina Island – unfortunately these are too close together to allow you to do both.

The van to the Getty Museum departs at 10:30 AM and returns late in the afternoon. Minimum of 12 needed for this. Cost \$15 per person.

The boat to Catalina Island sails at 3:45 PM for the evening cruise. The \$43 per person tariff includes the round-trip cruise and a 50-minute tram tour of the island. Dinner on the island – not included in the \$43 fee – is your choice at one of its many eateries. Cruise back under the stars by 11 PM. Minimum of 20 people for this one.

Saturday, the 17th, a visit to the world class Long Beach Aquarium, might be in order. There is a free Passport Shuttle from the hotel or you can take the AquaBus watertaxi. Admission to the aquarium is \$14.95; better yet, if your are 60 its just \$11.95.

Saturday evening, a one-hour VIP walking tour of the Queen Mary is available for a minimum of 20 people. Cost \$8 each.

Some of the tours can only accommodate a limited number of people and reservations will be made on a first-come-first-served basis. So, you need to fill out your registration form on the opposite page and send it with your check to AFPAAA as shown on the form.

Then, to reserve a tour jot down what you want on a note – the event, number of people you want to attend, the amount enclosed – and write a second check payable to Cheri Sanford. Mail your tour reservation note and check to:

Cheri Sanford
19451 Pompano Lane #102
Huntington Beach, CA 92648
Do Not Send Tour Reservations
& Checks To AFPAAA in



Fairfax, Virginia. Just your registration fee goes there.

Reservations for the Warner Brother's Tour, Getty Museum, and the Friday cruise to Catalina will only be accepted if you have registered for the Annual Membership meeting and must be received by May 15.

Don't delay, do the following: 1. Complete and mail your registration form and payment to AFPAAA; 2. Send your tour note and payment to Cheri Sanford; 3. Call the hotel and reserve your room – room costs are not included in the registration fee.

Discount Air Fares Available If You Look, Are Flexible

How cheap can your transportation to the Annual Membership Meeting be? \$289? \$228?

Yup. Those are the round trip fares from the Washington, DC area that members have already booked on Continental and TWA. How'd they do it?

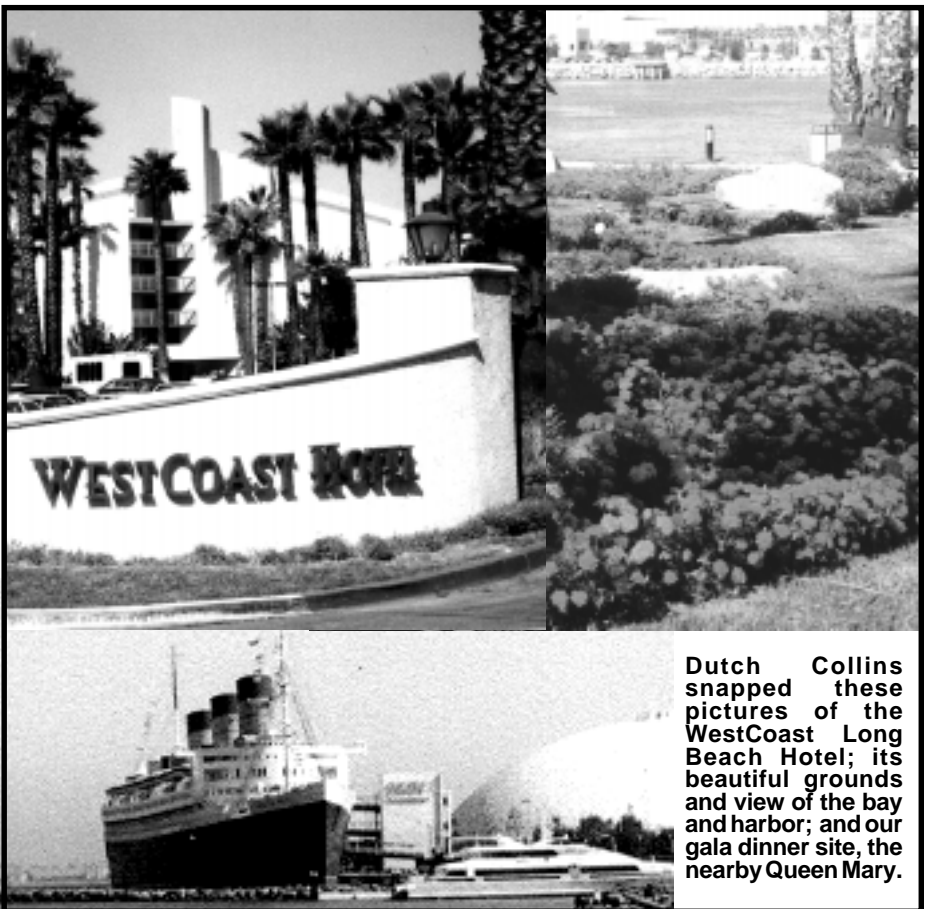
The internet.

You can too, no matter where you are coming from, and if you're not traveling as far the price could be substantially less. Log onto bestfares.com, thetrip.com, or priceline.com and see what they have to offer. Or, hit your favorite airline's individual web site. And don't forget Southwest at iflyswa.com. or AmericaWest at americawest.com, both have been running internet specials lately.

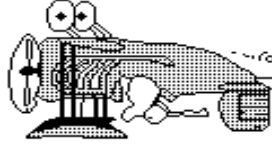
Be flexible, traveling on Tue., Wed., or Thurs., with a Saturday night stay over can be worth several hundred dollars in savings. The same applies to using alternate airports. Check out the fare differences if you leave from another airport. When you look at Los Angeles as your destination don't just consider LAX; Long Beach, Ontario, Orange County, or even San Diego are options – if you are going to rent a car anyway, a little drive could save you \$\$\$.

Don't forget to ask if the airline you are using gives seniors discounts. The age varies from carrier to carrier at when this benefit kicks in. For example, on Continental if you are at least 62 you can get an additional 10% discount. And you get a bonus. One person traveling with you on Continental, even if they are not a senior, gets the same 10% discount. See what the airline you chose has to offer.

If you can't connect to the internet, don't despair, give a couple of airlines a call and see what they have to offer. Shop around, you can save big bucks.



Dutch Collins snapped these pictures of the WestCoast Long Beach Hotel; its beautiful grounds and view of the bay and harbor; and our gala dinner site, the nearby Queen Mary.



Prop Wash & Jet Blast

New Lifers . . .

Special recognition to Ted Daniel and C. B. Kelly who have upgraded to Lifetime Member status.

Welcome Aboard To . . .

William Campbell

Joseph Murphy

Michael Devine

Johnny Rea

Joan Fudala

John Reinders

Brian Hoey

Gary Strasburg

Teresa Kaye

Gerald Taft

Larry Whitley

Movin' Up . . .

Stars fell upon the deserving shoulders of SAFFPA Director Ron Rand who became a Brigadier General on April 7. . . Jerry Guess, APR, Director of Public Relations for The Ohio Masonic Home, Springfield, Ohio, has been selected to serve on the Public Relations Society of America Health Academy Board of Directors; he also serves on the Association of Ohio Philanthropic Homes, Housing & Services for the Aging Public Relations & Marketing Committee.

Any More Triple Threats? . . .

Lifetime Founder Bonnie O'Leary wonders "Has anyone else been all three? (1) Public Affairs (2) Radio-TV (3) Band."

From The Mail Bag . . .

Don Braga says "Thanks for accepting my application. I'm still kicking myself that I didn't join years ago." He also thinks our golf shirt is "fantastic!" and loves our coffee cup and concludes, "Thanks for being there AFPAAA!" . . . Kay Couch-Lopez is looking for Lt. Colonel Suzanne Phillips, who retired at European Stars & Stripes; e-mail info to KayCouch@aol.com or call (520) 750-8575.

Another Word From Frank . . .

Frank Jennings, who introduced the word "aerospace" into the Air Force's lexicon but has difficulty downloading attachments to e-mail, told us he evolved a new term to "explain my computer illiteracy." At first he called himself a 'dren-keeg' because "I'm just the opposite of a computer nerd . . . and the opposite of a technology geek." But, always the consummate writer/editor, shortly after his first communication, he weighed in again to say "My word now is "dren" – the opposite of nerd and a kind of dreadful or drenful condition. The other word was too long and too awkward. Forgive me." If 'dren' catches on, remember, you read it here first.